



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: MERRIMAN, Dwight Allen et al.

Appl'n No.: 10/798,342

Filing Date: 12 March 2004

For: METHOD OF DELIVERY, TARGETING,
AND MEASURING ADVERTISING
OVER NETWORKS

Group Art Unit: 3627

Examiner: Laneau, Ronald

MS Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

RESPONSE TO OFFICE ACTION

Sir:

In response to the Office action mailed on August 13, 2004 ("Office action"), the period for response having been extended by two months to January 13, 2005 by payment of the requisite extension fee under 37 C.F.R. § 1.136(a), Applicants respectfully request reconsideration of the application in light of the following remarks: